



Channel: Natural Supermarkets (excluding Whole Foods), Conventional All Outlet Combined (includes Walmart)
 Source: SPINScan Natural, SPINScan Conventional AOC
 Market: TOTAL US
 Departments: All

PRODUCTS WITH THE FOLLOWING AS PRIMARY INGREDIENTS:

Natural Channel

	52 we 1/19/13	52 we 1/21/12	\$ % Chg
ACAI	\$8,349,849	\$9,146,339	-8.7%
BLUEBERRY	\$102,211	\$112,036	-8.8%
CHERRY FRUIT SUPPLEMENTS	\$2,814,698	\$1,998,156	40.9%
COCONUT OIL	\$29,665,299	\$17,550,096	69.0%
CRANBERRY SUPPLEMENTS	\$5,296,702	\$4,831,107	9.6%
ELDERBERRY	\$6,972,673	\$6,060,269	15.1%
GOJI BERRY	\$5,688,626	\$4,970,150	14.5%
MANGOSTEEN	\$856,524	\$946,826	-9.5%
NONI	\$1,888,909	\$1,965,827	-3.9%
POMEGRANATE	\$1,659,504	\$1,809,380	-8.3%

Conventional All Outlet Combined Channel (Natural and Specialty Products Only)

	52 we 1/19/13	52 we 1/21/12	\$ % Chg
ACAI	\$176,615,126	\$204,999,592	-13.8%
BLUEBERRY	\$3,360,544	\$813,105	313.3%
CHERRY FRUIT SUPPLEMENTS	\$2,231,591	\$1,168,294	91.0%
COCONUT OIL	\$32,039,476	\$12,839,386	149.5%
CRANBERRY SUPPLEMENTS	\$68,717,355	\$62,100,585	10.7%
ELDERBERRY	\$4,775,879	\$4,284,039	11.5%
GOJI BERRY	\$8,269,437	\$6,761,327	22.3%
MANGOSTEEN	\$2,699,970	\$2,818,274	-4.2%
NONI	\$18,268,974	\$8,872,582	105.9%
POMEGRANATE	\$19,722,953	\$30,456,501	-35.2%

Combined Channel (Natural + Conventional AOC Channel)

	52 we 1/19/13	52 we 1/21/12	\$ % Chg
ACAI	\$184,964,975	\$214,145,931	-13.6%
BLUEBERRY	\$3,462,755	\$925,141	274.3%
CHERRY FRUIT SUPPLEMENTS	\$5,046,289	\$3,166,450	59.4%
COCONUT OIL	\$61,704,775	\$30,389,482	103.0%
CRANBERRY SUPPLEMENTS	\$74,014,057	\$66,931,692	10.6%
ELDERBERRY	\$11,748,552	\$10,344,308	13.6%
GOJI BERRY	\$13,958,063	\$11,731,477	19.0%
MANGOSTEEN	\$3,556,494	\$3,765,100	-5.5%
NONI	\$20,157,883	\$10,838,409	86.0%
POMEGRANATE	\$21,382,457	\$32,265,881	-33.7%